

FIG. 1

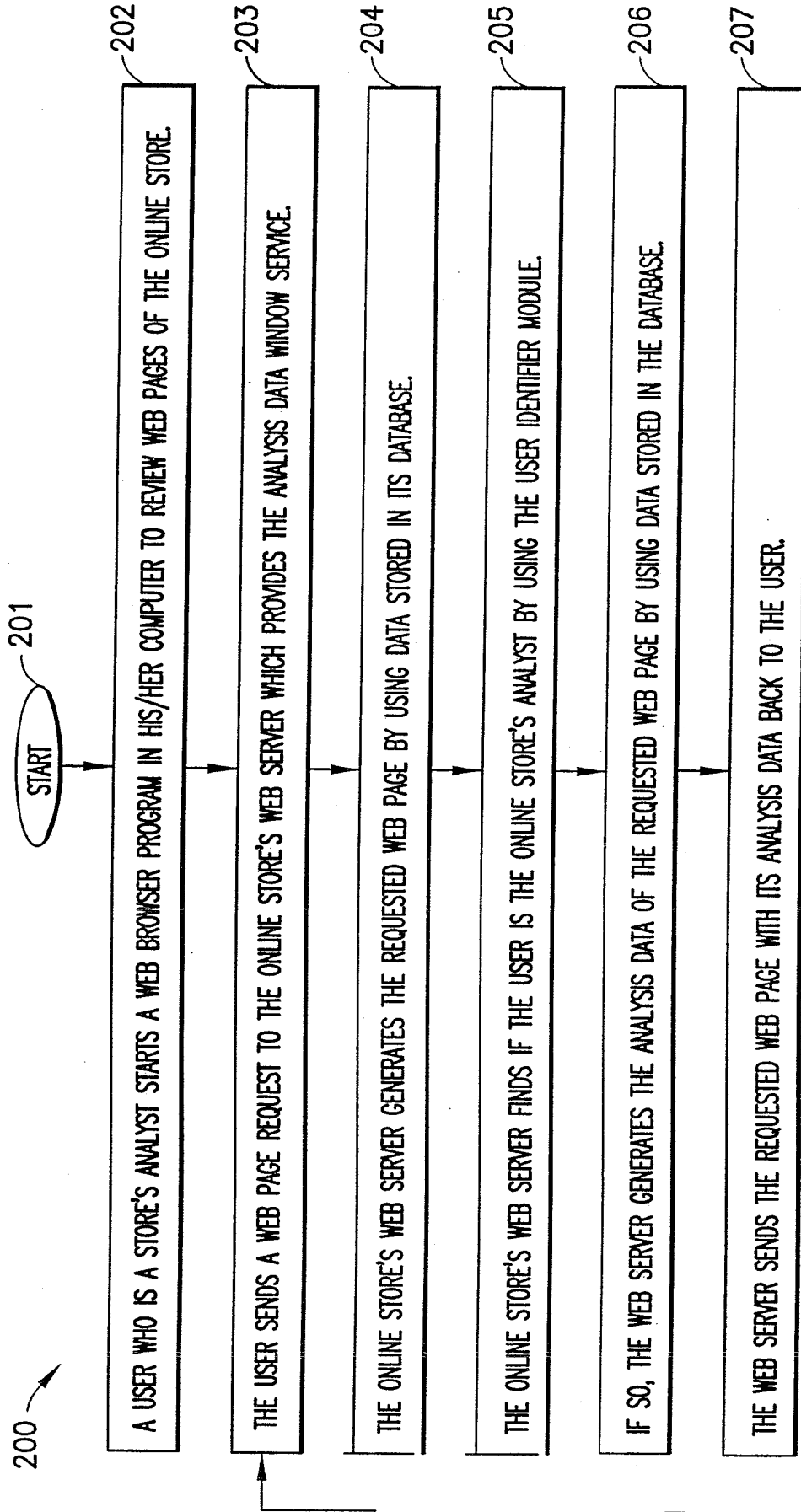


FIG.2-1

FIG.2-2

FIG.2-1

FIG.2

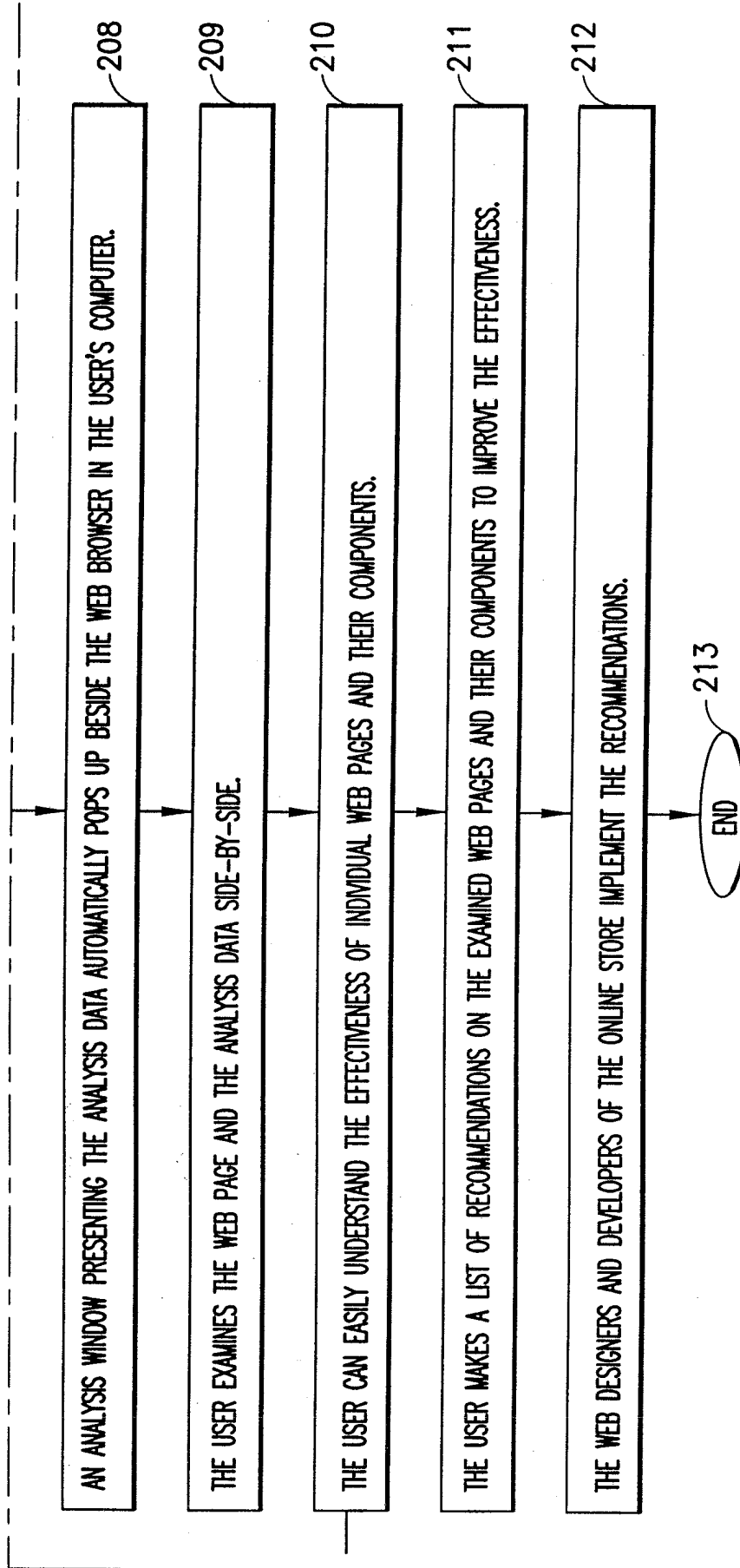


FIG.2-2

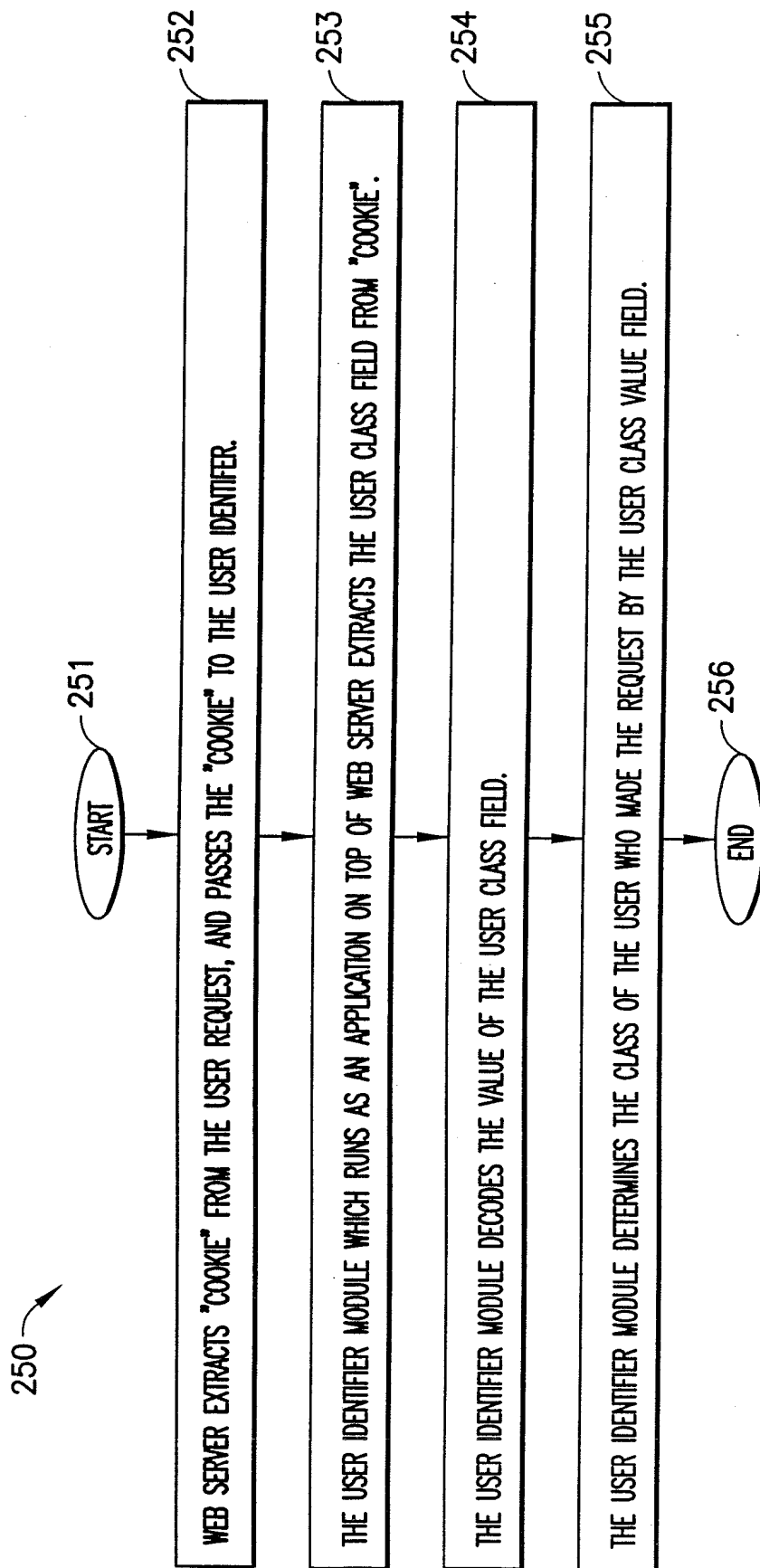


FIG. 2A

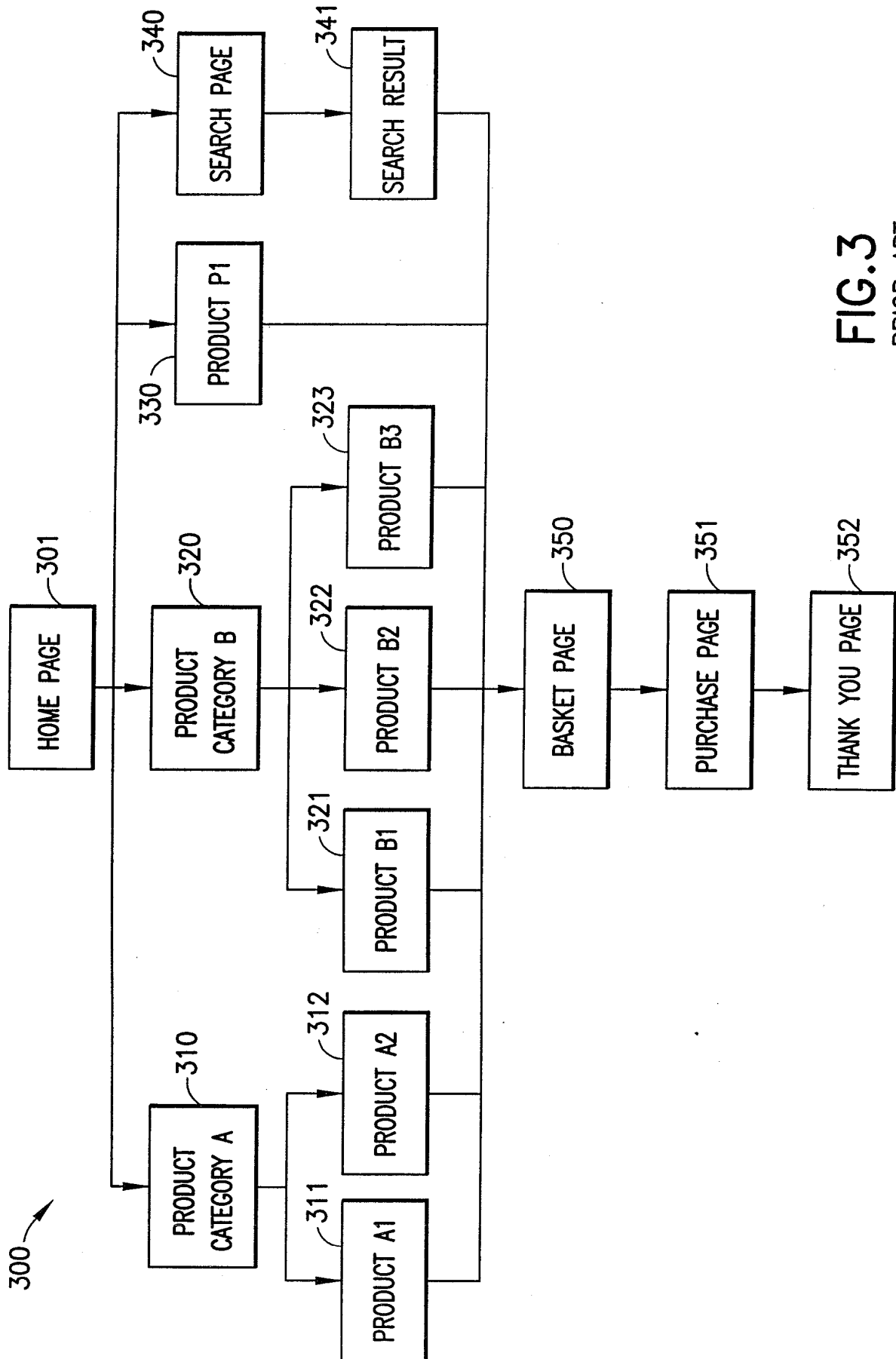
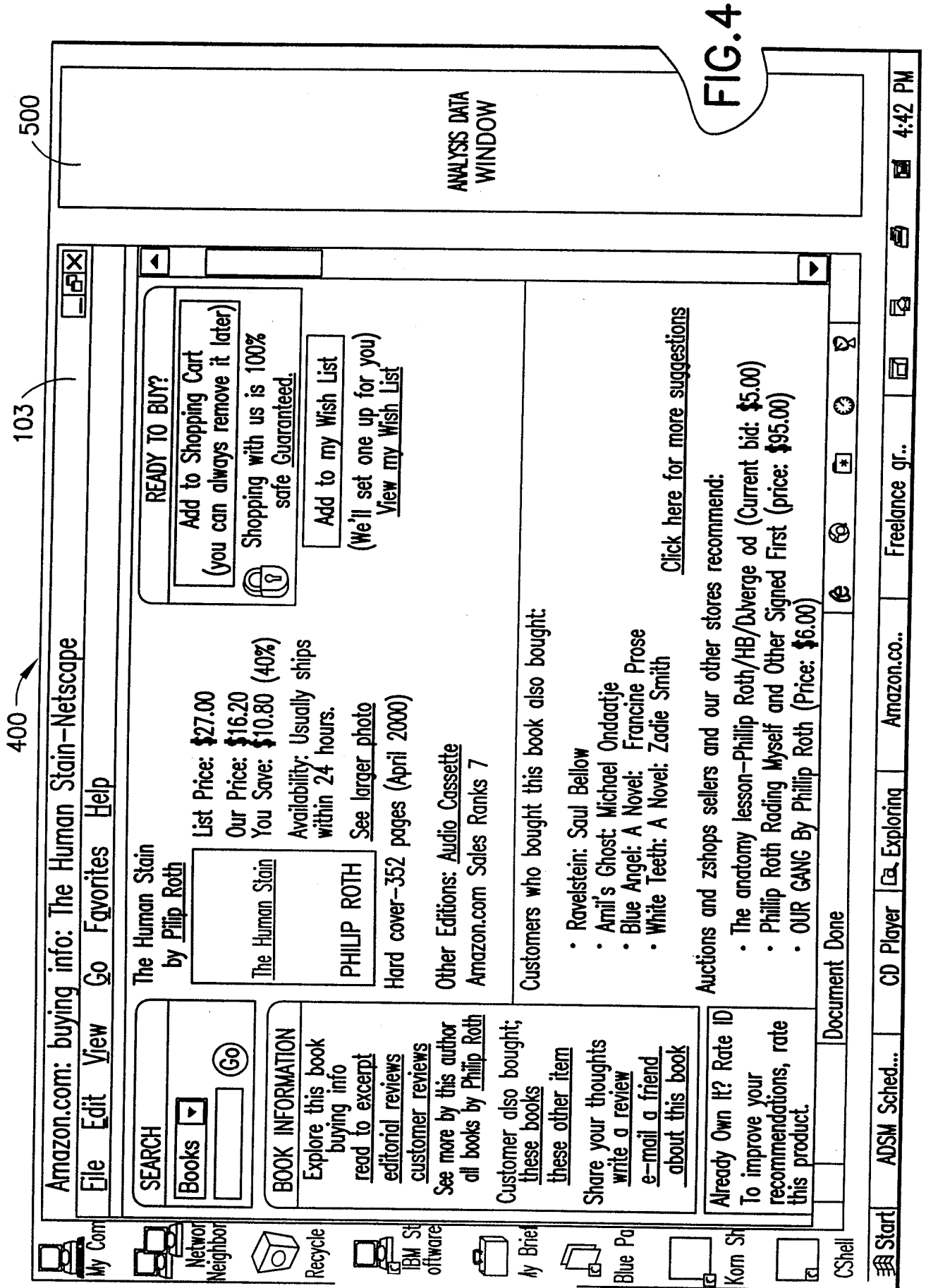


FIG. 3
PRIOR ART



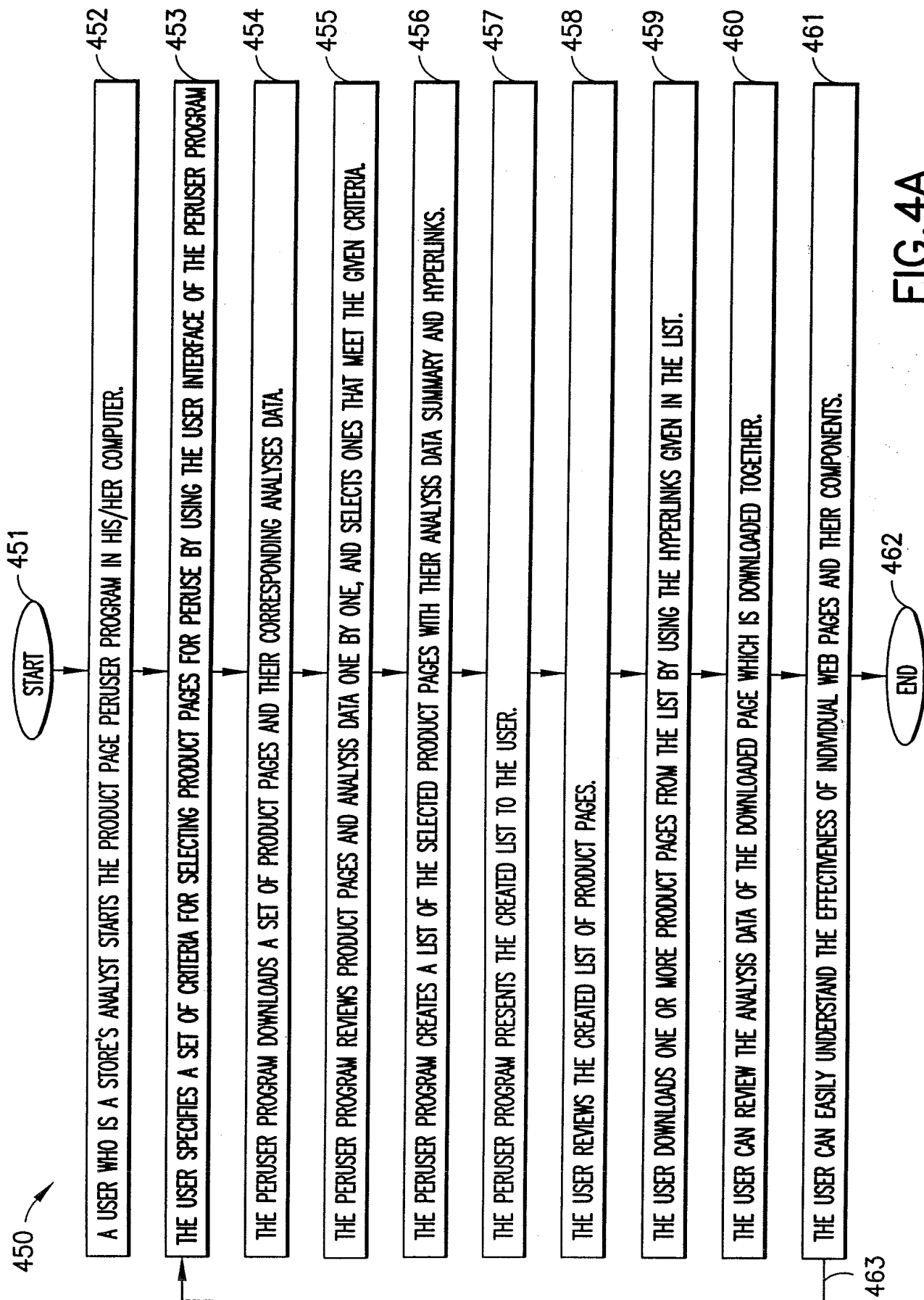


FIG. 4A

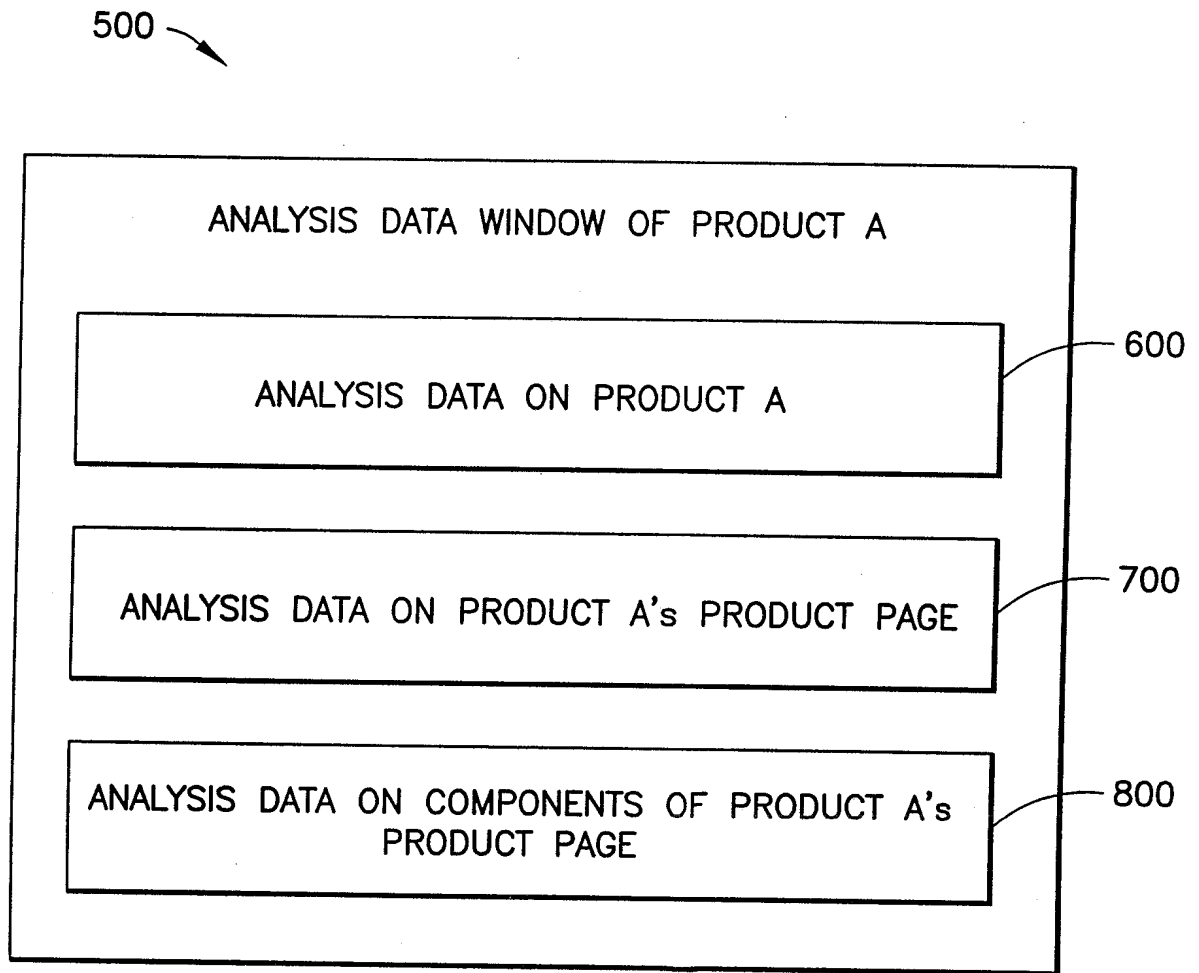


FIG.5

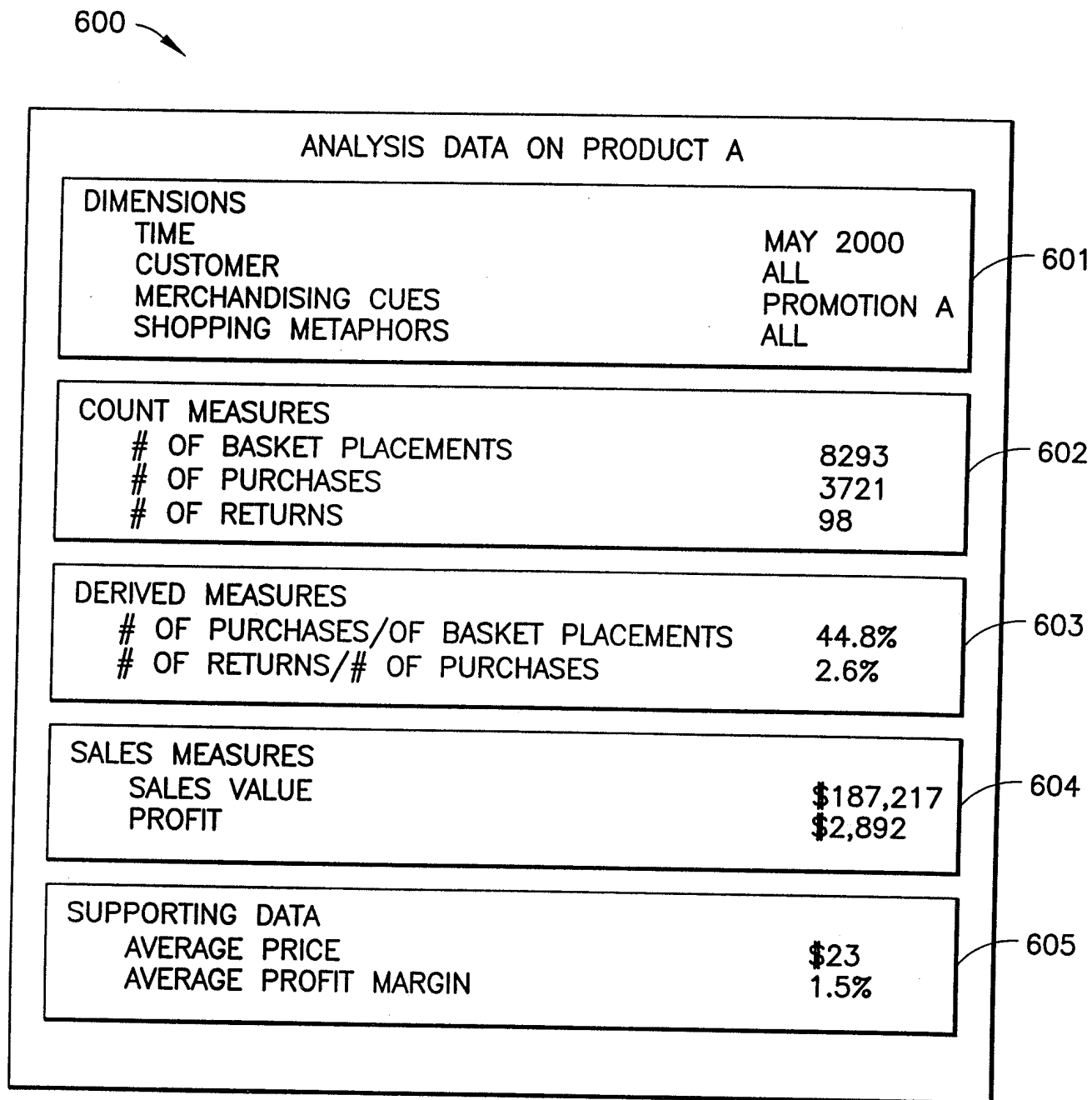


FIG.6

700

ANALYSIS DATA ON PRODUCT A's PRODUCT PAGE		
DIMENSIONS		
TIME		MAY 2000
CUSTOMER		ALL
MERCHANDISING CUES		PROMOTION A
SHOPPING METAPHORS		ALL
COUNT MEASURES		
# OF IMPRESSIONS		942,639
# OF CLICKTHROUGHS		163,327
DERIVED MEASURES		
# OF CLICKTHROUGHS/# OF IMPRESSIONS		17%
# OF BASKET PLACEMENTS/# OF CLICKTHROUGHS		5%
# OF PURCHASES/# OF BASKET PLACEMENTS		44.8%
# OF PURCHASES/# OF IMPRESSIONS		0.4%
# OF PURCHASES/# OF CLICKTHROUGHS		2.3%
SALES MEASURES		
SALES VALUE		\$187,217
PROFIT		\$2,892
SUPPORTING DATA		
AVERAGE PRICE		\$23
AVERAGE PROFIT MARGIN		1.5%

FIG.7

800 →

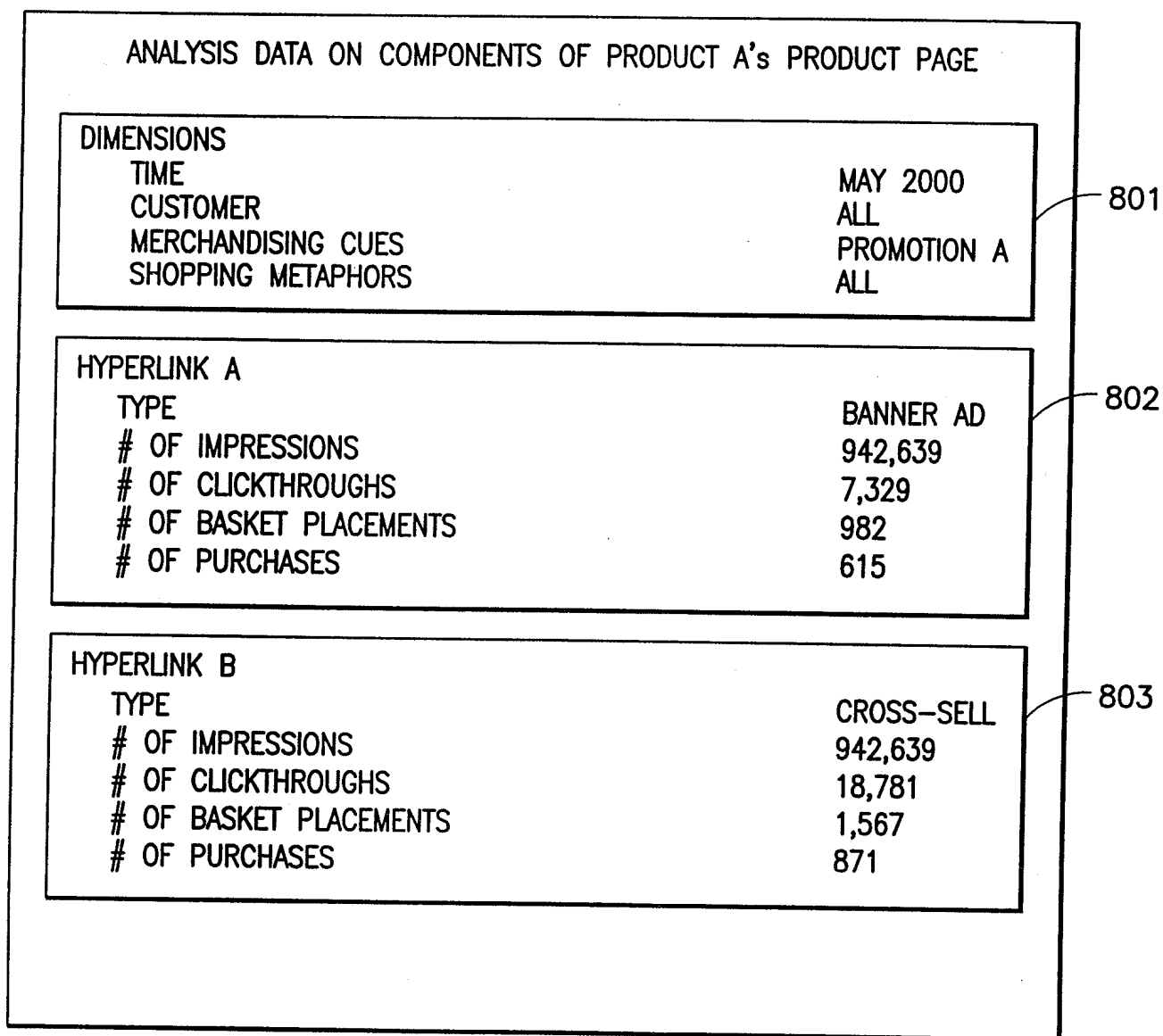


FIG.8

900

901

902

903

904

PRODUCT IDENTIFIERS	
PRODUCT NUMBER	4278
PRODUCT NAME	WorkPad Z42
PRODUCT CATEGORY	HANDHELD COMPUTER
UPC	831K84219
MODEL NUMBER	64W82719
MANUFACTURER	IBM
PRODUCT PAGE NUMBER	78289

PRODUCT ATTRIBUTES	
CPU	PENTIUM II
MEMORY	5 MB
BATTERY	ALKALINE 2/AAA
WEIGHT	0.5 LB
COLOR	DARK GRAY
PRICE	\$347
PROFIT MARGIN	3%

ANALYSIS DATA	
# OF IMPRESSIONS	271,438
# OF CLICKTHROUGHS	83,219
# OF BASKET PLACEMENTS	1,728
# OF PURCHASES	767
SALE VALUE	\$266,149
PROFIT	\$7,984

FIG.9

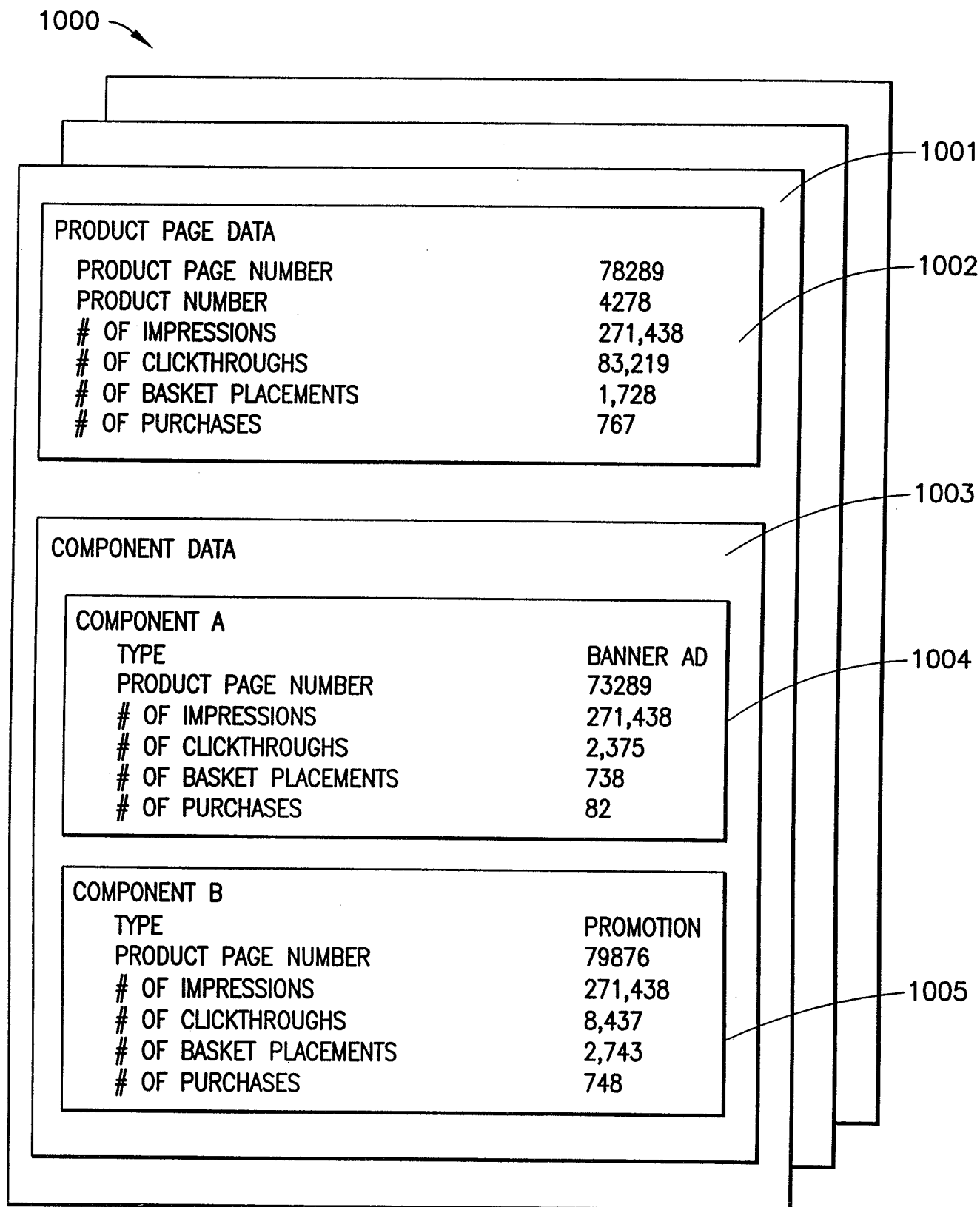


FIG.10